

RJ REYNOLDS

TOBACCO COMPANY

FILE COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

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(716) 634-9232
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June 26, 1997

RJR Account #375878
P. Cox
McLANE-NORTHEAST

AUGUST WINSTON B2G2F / PROMOTION #700465

Dear Paul:

WINSTON B1G1F product has been ordered (see quantities listed below) to cover distribution of this promotion. **1365** SKUs of B2G2F Sleeves / Displays (Item #526982 @ 20/SKU) will be shipped to Consolidated Industries to pack this promotion. (Note: This is not pre-sleeved product)

#/ (6M) Cases

<u>B1G1F</u>	<u>WINSTON STYLE</u>	<u>UPC Code</u>
182	Box	12300-24091
182	Light Box	12300-24092

Product PO Numbers:

<u>State</u>	<u>PO Number</u>	<u>#/Cases Per Style</u>	<u>EFT \$ Amount</u>
CT	ER1764-01	16	\$3,082.79
MA	ER1765-01	15	1,720.12
MD	ER1766-01	1	234.67
NH	ER1767-01	2	535.35
NJ	ER1768-01	4	890.70
NY	ER1769-01	43	7,510.97
OH	ER1770-01	8	2,165.40
PA	ER1771-01	91	22,720.33
RI	ER1772-01	2	319.35
<u>TOTAL EFT \$ Amount:</u>			<u>\$39,179.68</u>

<u>Product Arrival:</u>	<u>July 14, 1997</u>
<u>Sleeves Arrival (Consolidated):</u>	<u>July 17, 1997</u>
<u>Ship Date to Retail:</u>	<u>Week of August 4, 1997</u>
<u>SKU CUBE:</u>	1.4360
<u>SKU WT (w/o Product):</u>	3.7500 lbs
<u>Retail Sales Offer per Sku:</u>	20 units
<u>Billing per Sku:</u>	4 Full Price Cartons

51861 7838

-2-
B2G2F
McLANE NE

Promotion Description:

Utilize self-contained Shipper Display. Shipper has 20 Buy-2-Get-2-Free Sleeves; two (2) buy-1-get-1-free pre-banded units should be placed into the sleeve. Consumer purchases two packs, receives two packs free.

**SHIP NUMBER OF DISPLAYS TO EACH ACCOUNT AS INDICATED ON THE
- ATTACHED CUSTOMER LIST
See Attached 'Wholesaler Packing Instructions'**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **\$2,548.00 (91 (12M) case(s) @ \$28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotions Coordinator
/jc

Sincerely,

Judy

J. Campbell
Promotions Coordinator
/jc

cc: R. Moore / McLane
1610: DK / SS / RMD
1000: J. Piscitelli
1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710
Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.